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COMMUNICATION WITH THE THIRD WORLD COUNTRIES

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1. What is communication?

Communication is that action by which information, ideas or feelings are transmitted or imparted from one person or group of persons to another. The word: "Communication" comes from the Latin: "Communicate" which means to "share or make common". For communication to take place, it requires a means of giving it to someone else. The chief means of communication are the brain and the sense and it is as a result of communication that people are able to share their knowledge, add to it, and pass it to the next generation. There would be no knowledge, however, if what individuals know was never recorded, either by memory, audio visual recording or even printing to form information. Without this information being communicated, people would have not increased their knowledge. Communication is therefore very important in the advancement of human knowledge.

2. Development of societal communication

A situation where a group of people lack a common language, the only means by which they communicate knowledge and information is through signs and gestures. Otherwise, a common spoken language is the only effective means of communication. A common spoken language having been established therefore, a cycle of ideas and actions has thus been harnessed. Authors and others related to this, have put knowledge and information in recorded forms making it the only dimension through which endless experiments and investigations have been achieved. The new generations read and or get to know through one or the other means of recording of information all the past experiences, experiments and investigations and in turn, improve on them as well as investing new ones. Thus, a lot of effort, time and money is saved in the process. Consequently, greater strides are made in the field of knowledge and information.

The ancient man wrote on clay tablets, papyrus and palm leaves. This was the first time that knowledge was recorded using the alphabet. In history, therefore, man was enabled to preserve his thoughts and knowledge. Preservation of the written records of the past and present knowledge has always been vital to the human society and his civilization. As a result, it has become increasingly so as science, philosophy, literature, the arts and the social sciences explore new frontiers. Without this preservation, man's knowledge and thoughts would be reduced to only a small portion of the total which he could learn from people within the range of his own hearing. In this way, man's culture as well as civilization would soon vanish. This means that the book and its associates - the non-book materials - whether made of clay, papyrus, parchment, paper or audio visual resources, has been the only effective means by which man's knowledge and ideas have been recorded, kept alive, kindling new ideas even in periods of

apparent cultural stagnation. Recorded language, whether in books or audio visuals, is even more important because it permitted knowledge and experiences, both real and imaginary to be communicated without the physical presence of their producers, e.g. authors, and to be passed on to later generations. More important, however, is that aspect of preservation of these documented knowledge which has made it possible for the younger generation to read, hear and know not only what transpired in the past without their own people, but also in other parts of the world. This point brings the creation of libraries as the repositories of these documents and the librarian as the keeper and communicator of the information.

3. Transport communication

Communication of information from one generation to the other as well as from one part of the world to the other would never be possible without the various means of transport communication systems. Nowadays people read books, view films and use several other carriers of information from the east and west, north and south without ever seeing or knowing the originator of the information, e.g. the author.

Early man was a wanderer - of necessity rather than choice. Food was scarce and hard to come by. Enemies, on the other hand, were very many. From the earliest times, however, the conditions which man lives, have been powerfully influenced by the ease and speed with which he has been able to move himself and his materials from point to point on the earth's surface. By harnessing nature directly and indirectly, man has been able to explore and exploit earth's resources. The chief landmarks in the history of transportation are: the engines, the electric motor, and the great technological breakthrough of flight - promise as the 21st century approaches, to be capped by the rocket engine, which frees man from dependence on earth's atmosphere and permits him to visualize travelling to other planets."(1).

During the Bronze Age, for example, the development of Agriculture and trade facilitated by the domestication of the horse, marked the beginning of civilization. On the other hand, railroad industry looks back over a proud history in that it was a vital element in the industrial Revolution in Britain. Thus, railroad helped make that country an industrial power. They also played similar roles in France and Germany and went on to do much the same in Russia and Japan. Railroads almost literally built the United States and Canada and they remain the economic backbone of most of the major world powers. The history of East Africa, for example, is not an exception in this as it stems from the history of the Uganda Railway, later to be known as the East African Railway. In most third world countries, railroad is the dominant all-purpose land carrier of both freight and passenger, while highway and air services have almost completely taken over the transportation of passenger in industrialized nations. In terms of communication of knowledge and information, therefore, means of transport have a vital role to play in that there must be established an effective and efficient air, land and water transport systems and services both nationally and internationally in order to create and maintain an effective communication of information in a country.

4. What are the functions of communication

As already stated above, there would be no knowledge if what individuals knew was never recorded to form information. It would also be

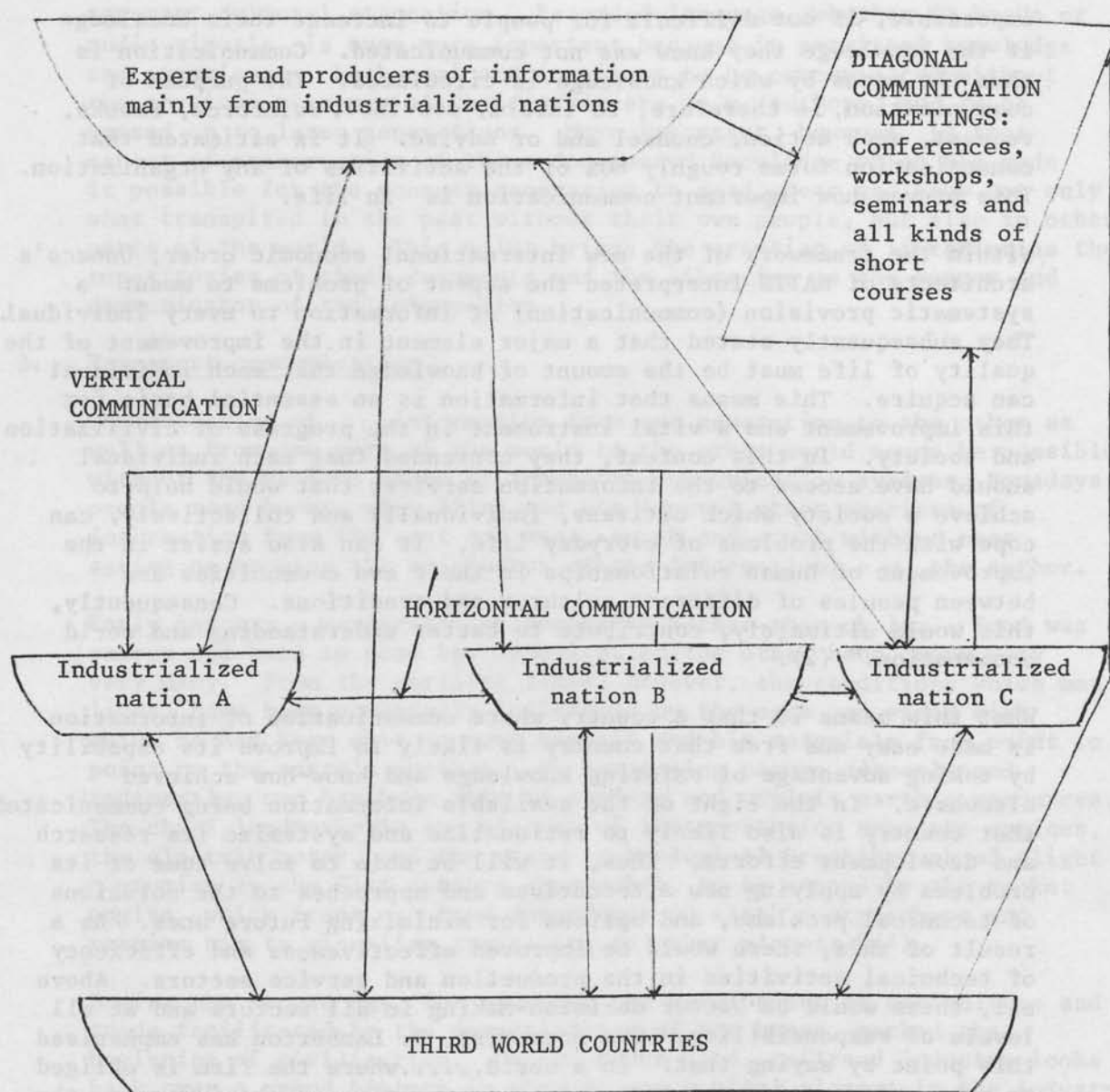
impossible, if not difficult for people to increase their knowledge if the knowledge they knew was not communicated. Communication is thus the means by which knowledge is circulated. The purpose of communication, is therefore, to inform, convince, reinforce, rebuke, request, seek action, counsel and or advise. It is estimated that communication forms roughly 80% of the activities of any organization. This proves how important communication is in life.

Within the framework of the new international economic order, Unesco's architects of NATIS interpreted the aspect of problems to mean: "a systematic provision (communication) of information to every individual. They subsequently stated that a major element in the improvement of the quality of life must be the amount of knowledge that each individual can acquire. This means that information is an essential basis for this improvement and a vital instrument in the progress of civilization and society. In this context, they contended that each individual should have access to the information services that would help to achieve a society which citizens, individually and collectively, can cope with the problems of everyday life. It can also assist in the improvement of human relationships in their own communities and between peoples of different cultures and traditions. Consequently, this would ultimately, contribute to better understanding and world cooperation." (2).

What this means is that a country where communication of information is made easy and free that country is likely to improve its capability by taking advantage of existing knowledge and know-how achieved elsewhere. In the light of the available information being communicated, that country is also likely to rationalize and systemize its research and development efforts. Thus, it will be able to solve some of its problems by applying new alternatives and approaches to the solutions of technical problems, and options for minimizing future ones. As a result of this, there would be improved effectiveness and efficiency of technical activities in the production and service sectors. Above all, there would be better decision-making in all sectors and at all levels of responsibility. One economist, D. Lamberton has emphasised this point by saying that: "in a world.....where the firm is obliged to make unique and crucial decisions to optimize and to innovate, the making of such decisions put a premium on information; its acquisition, storage and utilization become a major business activity" (3).

The functions of communication of information therefore are to:-

- 4.1. "stimulate thought and action by injection of, and interaction with, other people's ideas, knowledge, experience, achievements as well as failures.
- 4.2 promote continuous awareness of what others are doing so that individual workers or groups may know of developments in their own special fields, and in wider fields such as discipline, or technology;
- 4.3 diminish the probability of unwitting duplication of work and to save time and effort;
- 4.4 provide introductory and background information for work in unfamiliar fields;
- 4.5 provide specific information and data needed for work in hand;
- 4.6. meet specific requirements" (4)



5. Barriers in communication

Most third world countries are bedevilled with more problems than they have solutions to them. This makes it extremely difficult for them to achieve smooth flow of communication of information amongst themselves as well as with the industrialized countries. People are able "to minimize wastage or resources through unintended and unnecessary reinvention, rediscovery, redevelopment as well as the making of unfruitful decision when they have easy access to precise and reliable information." (5) This information needs to be given to the right person, at the right time in a form most conveniently usable by that person.

Any barrier to access of information therefore will prevent proper communication and information flow, causing problems for users.

5.1 Lack of ideas

Admittedly, finance limits development of any effective service. Hence, without finance, there can never be established sufficient and well built road, railways and airlines. It would equally be difficult to set up an efficient postal and telecommunication services which would facilitate telephone, postage, and satellite communication activities. Availability of funds therefore, makes it possible to use radio and television as a means of mass communication.

Money, however, is scarce in third world countries more than it is in industrialized nations. But what is even more lacking in third world countries is lack of innovation and ideas. Lack of finance therefore becomes a reflection on the inadequacy of the communication projection. This results in a number of library services in third world countries to be hampered by the ineffectiveness of the librarians in making sure that library services receive their proper share of the available finances. Priority for expenditure of funds in third world nations is placed on activities connected with: education, rural health, adult literacy, building roads, etc. Lack of funds for library development therefore takes into account not only how the librarians interpret the development plans and their implications to libraries, but also how the libraries draw up their own respective plans for consideration by their respective governments. Arising out of poor and inadequate development plans by librarians, it is usually a common song: that our government does not recognise library services when in fact it is the librarians who failed to make the necessary impact. What brings about this sad situation in most of the third world countries is that not only do some of these librarians receive inadequate and irrelevant training, but also lack of the necessary experience for the jobs they hold. Some of these people receive sudden and dangerous accelerated promotions to national leadership before their professional experience solidifies.

5.2. Lack of government recognition

A number of third world countries have dwarfed their systems of communication of information due to lack of direct support received from their respective national governments. Thus, libraries are given less priorities in the development plans. Closely related to this issue is the ignorance on the part of a number of government officials on the importance of information in the pattern of modern economic progress. As stated earlier, priorities of expenditure in most third world nations are placed on rural health, education, adult literacy etc., and these are dictated by a host of factors: political, social, and economic needs of the individual countries without realising that communication of information would enhance the achievement of the overall intended goal. A number of factors contribute to this ignorance on the part of government officials. Most civil servants are information illiterate, they never keep abreast of developments in a variety of areas within the government institutions. This fact has been identified by the then Kenya Minister for Finance and Economic Planning and now the Vice President, Mr. Mwai Kibaki when he pointed out that: "the greatest problem in public institutions is the fact that people who leave university and are employed by government or state cooperations and the private sector, make up their minds that they have had enough education.

You meet that same brilliant student five years later, and he has gone back to becoming quite illiterate to the science in which he got distinction as a graduate - a very serious handicap indicating apathy towards development." (6)

The result is that even in countries where libraries have been recognized and legislations passed, these civil servants have not given the necessary support to enable the translation of the wishes of the legislature with regard to the development of library services. Hence, a number of third world nations have not established national information services and systems. There are no regular budgeting for expenditure on communication of information and training of librarians and related personnel is done haphazardly, only when this or that need arises. This is not good enough!

5.3 Language problem

Although scientific information is universal, the vehicle of scientific and technical information is not universal. It is made up of different languages that are unevenly distributed throughout the world. Crucial to this point is also the number of vernacular languages spoken in individual third world nations.

When Unesco was reviewing problems of information at the national and international levels which is posed by the improvement of educational systems, it identified that this hinderance to the communication of information and knowledge in third world countries can be seen at least under three aspects: "at the national level, publications and other materials are received in languages which are little known. At best, they are used by a very limited group of people with the knowledge of the language concerned; but because of lack of abstracting and translating services, this information is not widely circulated and does not reach the people for whom it would be most useful. Reciprocally, there may be presented in an internationally used language, so that when material in this particular language is sent abroad it meets the situation just described. At the international level, organisations produce publications in a limited number of language, usually in English and French, less in Spanish and very little in other languages. This, too, limits the circulation of international information." (7)

5.4 Currency exchange and import controls

Most of the library resources used in third world countries are manufactured and or published abroad in industrialized countries. The acquisition of these resources is usually hampered by: currency exchange, import license controls, mailing tariffs (postal rates) and communication rates related to distance" (8) In some of the third world countries, some of these difficulties are experienced in obtaining convertible currency. It is extremely difficult to obtain foreign currency clearance certificate from the Central Banks. As a result of this, many journals lapse in payments of subscriptions resulting in either discontinuation of the title, or loss of an issue in a set. Closely related to this is the time it takes for orders to be delivered.

In Kenya, for example, it takes between three to six months for books to be received from either U.K. or U.S.A. To a great extent, lack of government recognition plays a role in this. Those governments which place importance on information in the same way as on medicine and agricultural equipments, have more liberal control restrictions to information resources.

Thus, the distances involved and time it takes, some of these essential books and non-book materials either arrive torn, broken, or never arrive at all. Journals take at least one month to be received. Inseparable from currency exchange is financial restraints in general. This makes it impossible to produce vehicles of communications such as setting up publishing firms, bookshops, manufacture of audio visuals etc. The result of all these is total lack of an established effective library and information system and service.

5.5. Censorship of literature

Censorship in its preventive and prohibitive forms is prevalent in most third world nations. One problem is that Censorship Boards in most of these countries are manned by people whose interest is to protect moral and political interests without much sympathy and regard for such restrictions on educational values of the documents in question. The other problem concerns government publications. The bulk of research in third world countries is carried out in government departments since they are the richer employers that engage the vast majority of highly skilled manpower. Although some of their research findings are printed and published by the government printers, the bulk of the documents are termed: 'confidential' and hence circulate to very restricted officers. Yet these documents contain information that is vital to scientific and technological development of a country. This censorship also affects documents produced by Unesco experts resulting in wastage of time and effort.

It should be appreciated, however, that all government/official publications reflect the life and history of a country's government, and they constitute primary resources of information and as such, they must be made available for use by people for whom they are intended. As for industrial and commercial firms in third world countries, most of their headquarters are in industrialized nations. Information relating to the work performed by these institutions is usually the preserve of the home country where the headquarters is.

This raises the question of patent which is closely related to this topic. Research scientists, inventors and entrepreneurs are discouraged from doing any research which would lead to national development in that an investor is not encouraged to register an original patent in his own country where he had made the invention. Such registrations are made in former colonial countries. This in effect means that licensing for production of what he invented is likely to go to manufacturers in those metropolitan countries. Otherwise the manufacturers in third world countries will find themselves paying high fees to industrialized nations to develop the invention into a manufactured product or social service. This circumstance terribly deprives third world nations of their initiative, and hence lack of motivation which results in lack of communication in scientific and technological knowledge.

All these lead to an important conclusion. By so arbitrarily censoring works of art, science and technology, communication of information is greatly hampered. The gap between the young and old generations is widened, vital research in government departments fail to reach their destinations as a result of exaggerated 'confidential' documents and hence, what information and knowledge is communicated to people in third world countries is limited.

5.6 Lack of reading as a habit

It should be an accepted fact that there is no point in saying that you know what you want if you don't know where and how to get it. This handicap can be corrected if the people concerned are not only literate but also read for pleasure. Unfortunately, however, third world countries are frantically struggling to eradicate illiteracy in their midst in order to mould their people into literate populations which can be used as infrastructures of their national development. What is even complex is that even for those people who can read and write in these nations, they do not read for lifelong education. The few who read, do so for examinations. We are reminded by Ochieng that "Kenya intellectuals read almost nothing after they have left school and instead spend most of their time quaffing or indulging in cheap gossip..... that our intellectuals find reading to be extremely painful that it strains their eyes, and it brings a headache." (9) This means that libraries in third world nations will flourish only when leisure time will be developed. Most people in third world nations are still struggling for their livelihood!

Education in many cases is based on examinations so that once an examination has been passed most people in these nations consider it as 'little David having conquered Goliath'. They therefore graduate, at whatever level, and wait for another 'philistine' to come (Bible). Unfortunately for them, this situation never occurs, and hence they relapse into illiteracy.

5.7 Lack of human and material resources

The world has been unable to exercise some bibliographic birth control. This situation has, in turn, created complexity, not only in the multiplicity of publications but also in numeracy of forms in which this proliferation of information is recorded and published. Literature of most disciplines is continuously growing exponentially and the bibliographic apparatus designed to make these material accessible is correspondingly growing in complexity. The lending division of the British Library, for example, is reported by Maurice Line "to be receiving 10,000 inter-library loan requests a day and filing up to four miles of shelving every year with new books" (10). Equally complex is the form in which information is being recorded, which creates further problems in the form in retrieval services. The growth of data bases has been estimated by Martha Williams in her article of 1977 "to be from fewer than 20 in 1966 to over 300 in 1977." (11) This, in turn has created startling growth in on-line searches. What is worrying is that there is no guarantee that this pattern is ever going to change.

Most third world nations have extremely limited capabilities and resources, both human and financial to devote to the production and acquisition of information. On the one hand, most of these nations produce less than one percent of the world's scientific literature. On the other hand, the vast majority of them do not have a sufficient number of qualified personnel who can handle and keep abreast of developments in the communication of information. The complication of these handicaps is that most of the communication systems and services in third world nations are unable to develop and expand in response to the ever growing needs of users. This is so because most of these communication systems and services are stunted with meagre numbers of staff, limited library resources and poor library buildings.

Another problem is that a number of the third world nations have suffered from great brain drain. A great many intellectuals have been enticed from third world to industrialized nations. There are no direct telephone links between neighbouring third world countries. A telephone call from East to West Africa, for example, has to go through either London, Paris or Brussels, and there are only two days in a week when telephones are through between Nairobi and Cairo!

These facts are only relevant in demonstrating that a country's development depends on its application of knowledge and information rather than in the generation of new knowledge. Knowledge and information are readily available somewhere in the world, it must, however, be made accessible to all kinds of decision-makers, entrepreneurs, scientists, engineers and technologists. Means of communication and transfer must be established. In fact, it is the gap of accessibility of information between third world and industrialized nations which must be bridged if economic progress is to be achieved.

5.8 Poorly managed book suppliers

Most book dealers in third world countries are in the hands of people who have no notion in publishing and bookselling. In addition, they are poorly managed as a result of poor staffing and financing. There are also no facilities for these people to get any training. Yet the 'book' has become the main tool of communicating education! Anyone with a printing plant will occasionally back a book and call himself a publisher. Similarly, a bookstore owner will finance a book and still call himself a publisher. On the other hand, some government institutions set up to publish educational materials only to call themselves publishers even though they are not commercially in their operation.

Closely connected with this problem is the fact that publishing industry in most third world nations is dominated by overseas firms. These cater mainly for the international market which include a very small elitist minority of nationals. These overseas firms have a negative attitude towards works of indigenous artists. As a result of this, there are no suitable books for children in nursery and primary schools as well as for the new literates in adult education. This results in libraries acquiring irrelevant, expensive and uninteresting books from overseas. In many cases, these books discourage reading for pleasure.

5.9 Lack of National Information Policies

It is sad to note that although majority of third world countries are member countries of Unesco and that they were represented at the 1974 Unesco conferences when NATIS was formed, plans for the implementation of NATIS have not been drawn. There is also no planning for information in the overall National Development Plans of these nations: Yet lack of knowledge and information can be a serious obstacle to the formulation and implementation of development plans and thus, it can adversely affect the rate of progress. This is particularly true when viewed from Thorkil Kristen reasoning when he describes lack of Knowledge in Low Income Countries (mainly third world nations) as a more serious problem than the lack of capital: "Knowledge has been the dynamic factor while capital the passive factor needed for the utilization of knowledge. Accumulation of capital is important, as it helps men to apply the increasing stock of knowledge but capital accumulation is not useful without knowledge. The poorer countries need more knowledge adapted to their situation even more than they need capital since, without adequate knowledge, they would not be able to utilize more capital. This is even important because the difference between these countries and the richer ones is greater regarding knowledge than regarding capital." (12)

5.10 Geographical factors

Most third world countries suffer from poor network of transport communication system. There are no national network of postal telecommunication services to enable people within a nation to communicate over telephones, postage of letters take much longer to be delivered than it takes for letter to be received from abroad. There is poor radio and television services and certain road and railway services close down due to lack of bridges during the rainy seasons and heavy sand during the dry seasons. Other nations are prevented by mountains. These factors hinder any development of national library services.

6. Solutions to communication of information

There is no clear-cut prescription to solutions on a number of the barriers discussed in this paper. Some solutions will largely depend on the powers that are while others will remain perpetual. For example, the question of language is very thorny in a number of the third world nations where numerous vernacular languages are spoken. The question of evolving one national language is unheard of, yet English and French will never totally be spoken by every citizen for as long as education is not provided free by government.

Problems relating to lack of government recognition, currency restriction and censorship will also hamper communication of information in third world countries for along time, unless of course, there is going to be some kind of educational dictatorship! Solutions to some of these barriers will vary. Some will need short-term while others will need long-term planning and much will depend on whether technology from industrialized nations will be available to assist in alleviation of these barriers.

The order of these solutions is not in any way presented according to priority.

6.1. Personnel Training

Personnel in any organisation is the lifeblood of the activities that are carried out in that organization. They are hinge-pins between the producers and users of information, when thinking about libraries. Thus, they act as the pivot around which information and knowledge revolve. A sufficient number of qualified staff at all levels in any library, therefore, is a pre-requisite to an effective and satisfactory provision of communication of information. Thus, shortage of staff denies professional librarians the chance to perform professional duties. Consequently, this leads to lack of motivation, frustration and job dissatisfaction.

To arrest this handicap, there needs therefore to be ensured by national governments, that stable and well organised library training programmes are established. In addition to this industrialized countries should be requested to generously provide scholarships and other forms of assistance to enable successful candidates to obtain higher qualifications. Equally important is the provision of short courses and study tours and attachments. These enable younger librarians with little experience, but performing senior jobs to attend. This would assist to stimulate new approaches to their jobs and widen their horizons through the contacts made and ideas acquired during such short courses, study tours and attachments. Programmes like some of those at the Department of Library and Information studies, Loughborough University intended for third world nations are worth emulating.

6.2 Information services and systems

Within the framework of the new international economic order, third world countries will achieve a better world to live in, a world without poverty, ignorance and diseases, only if there is a systematic provision of information to enable these nations to eradicate illiteracy and thus create an informed citizenry. Consequently, the manufacture of goods would depend on knowledge being provided, acquired, promoted and applied. Information services form an integral part of this process if plans for economic development are to progress.

When NATIS was conceived, discussed and adopted, it was implied that: "the government should maximize the availability of all relevant information through documentation, library and archives. It is therefore necessary that governments should define the functions and objectives, importance and potential contribution of the information services in all fields of national planning and development: carry out surveys of existing services, and on the basis of the survey data obtained, forecast future needs and prepare long-term plans which should cover legislative and financial basis for the operation of all aspects of the structure of these services including manpower provision, technological components and cooperative arrangements." (13)

It is ironical that governments which are member states of Unesco and hence signatories to resolutions of GIP have not as yet attempted to implement these recommendations. If they had, then some of these barriers could have been solved. Maybe, Unesco should have a second look at its GIP in relation to the benefits to be gained by the masses of poor nations.

Industrialized nations could perhaps be requested to study the 'adoption method' of libraries in third world nations. Such an adoption of a library in a third world nation by a library in an industrialized nation could provide for direct link, exchange of materials ideas and experience between the two library systems, with a minimum of administrative work. Hence, librarians in the two countries concerned would develop a feeling of active involvement at all levels. They could also develop reciprocal exchange of personnel.

6.3 Library user education

Information has no value until it is used. In order to cope with the ever-increasing volume of knowledge and the complexity of retrieval systems, librarians will need to understand the pattern of communication and how to organize efficiently their methods of information retrieval. Libraries in third world nations will need to attend short courses on library user education in order to understand, not only the philosophy underlying the concepts, but also to learn how to run them. Industrialized nations will be requested to assist in this by providing human and financial resources. Some experts in this area will need to be sponsored from industrialized nations to run seminars and workshops in third world countries.

Arising out of the knowledge and experience acquired, librarians in third world nations will therefore organize and run library user education for users in their respective countries. "It has been found that although forming the bulk of the population and playing a most significant role in development, the illiterate members of the society have least access to information and knowledge. Non-formal education, the teaching methods, already referred to above, are mostly geared towards examinations but not preparing people for lifelong and continuing education. Besides, there is inadequate provision of library and information facilities, further hampering the process of skill-development for lifelong and continuing education. Most policy makers and other graduates of the formal education system have inadequate skills for seeking information and knowledge, mainly due to their educational background." (14) Library user education courses will need to be organized and run by national librarians. Librarians from industrialized nations will be requested for assistance. Another practical method linked with this is for each country to declare a 'Library Week' during which time a focus attention should be placed on Library use

6.4 Library Associations

Librarians in third world countries should be encouraged and assisted to form national library associations. In Kenya, for example, there is the Kenya Library Association. There is also, in the region, the Standing Conference of Eastern, Central and Southern African Librarians (SCECSAL) which brings together twenty countries of the African sub-region.

The purpose for library associations is to unite and bring about professional links of librarians. To promote and support the development of libraries, create a platform and a forum for members to meet and discuss ideas and exchange experiences.

Library Associations will also politic in government corridors in order to educate and influence their respective government civil servants so that they may appreciate and recognize the importance of information as a tool for socio-economic, political and technological development. Such recognition when achieved, national information policies can be legislated as a means for establishing systematic national information systems and services.

Through library associations, librarians in third world countries will find it possible to affiliate themselves with international organizations like: IFLA, FID, ICA, COMLA, etc. Thus, they will widen their knowledge through participation in forums of these bodies. International organizations and industrialized countries should be requested to offer definite and substantial assistance through aid, conferences, exchange of personnel and consultancies, publications in order to enable the realization of short and long-term plans of third world nations.

7. Summary and conclusion

Communication is a basic human activity. If it suddenly disappeared then life would crumble. There are several ways in which communication is transmitted: verbal and non-verbal. Important of these methods include: letters, books and non-book materials: (signs, radio, television, films, etc.) and transportation. By use of these various types of communication systems and services, the world has become very small. It takes much shorter time to share information with people in far parts of the world. If, however, a misunderstanding arises in the communication process, serious and disastrous results can be and are usually encountered.

Communication and transportation are so closely linked that they are difficult to separate. Before information is delivered through any of the carriers like letters, books, audio visuals, etc., to offices and homes, for example, they must be transported from one place to another. Air, rail, road and sea transport services carry mail from post offices to homes. Quicker still, telephones, radio, television, etc., communication are even faster. Information and knowledge could thus be almost useless if it were not transported from one place to another. Transportation, therefore, makes communication possible.

In the final analysis, it is important to have well trained manpower, efficient transport systems, national and international cooperation in order to achieve satisfactory communication of information. It is also essential to have sufficient funds. Communication with third world nations will therefore be achieved if and when industrialized nations come up with generous assistance in all forms.

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